

CAMPUS COMMUNITY PARTNER

ENTERPRISE DEVELOPMENT COMMUNITY

Mamelodi LANYARDS and BEADS

Course description

The University of Pretoria is committed to social responsibility and prides itself on contributing to the economy of its local partnering communities in many ways, for example enterprise development, imparting knowledge and developing skills. Three SMMEs housed at UP's Mamelodi Campus receive regular training in all aspects of entrepreneurial development. They were first trained in garment making and design and then in marketing. IT students helped them to create advertising platforms like web pages, Facebook pages and taught them other related marketing skills. They are often invited to display their products during open days and conferences at UP.

The following SMMEs are part of this initiative:

Siphiwe Izandla Cooperative, Contra Garment Cooperative, Consiba Secondary Cooperative and Bakone Cooperative, all based in Mamelodi East.

Opportunity description

The SMMEs manufacture the following items on request:

- conference bags made from shweshwe material;
- finger puppets, dolls, beanbags used for early childhood development; and
- choir uniforms.

Impact

The income generated from this work helps to improve their quality of life. Their households benefit indirectly as well.

